

## ABSTRAK

### **PENERAPAN PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* DALAM MEWUJUDKAN PRINSIP *GOOD CORPORATE GOVERNANCE*** (Studi Kasus di PT. Bank Sleman)

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2023

Penelitian ini bertujuan untuk mengetahui penerapan program *Corporate Social Responsibility* dalam mewujudkan prinsip *Good Corporate Governance* di PT. Bank Sleman. Perusahaan memberikan perhatian terhadap sosial, lingkungan dan ekonomi masyarakat sekitar sebagai salah satu pilar GCG. Pelaksanaan program CSR sesuai dengan prinsip GCG menjadi suatu pedoman agar berjalan sesuai dengan tujuan perusahaan serta memberikan citra positif bagi perusahaan.

Jenis penelitian ini adalah studi kasus dengan penelitian kualitatif. Teknik pengumpulan data dilakukan dengan wawancara dan dokumentasi. Teknik analisis data yang digunakan menurut Miles dan Huberman (1984) yakni reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerapan program CSR PT. Bank Sleman telah mewujudkan GCG sesuai dengan 5 prinsip GCG. Program CSR meliputi program kemitraan, sosial, cadangan bencana, serta program lainnya. Setiap program yang dilaksanakan oleh perusahaan telah menerapkan prinsip GCG yakni transparansi, akuntabilitas, responsibilitas, independensi, serta kewajaran dan keadilan.

Kata Kunci: *Corporate Social Responsibility, Good Corporate Governance, Bank Sleman*

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### **IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY PROGRAM IN REALIZING GOOD CORPORATE GOVERNANCE PRINCIPLES**

(A Case Study in PT. Bank Sleman)

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This study aimed to determine the implementation of the Corporate Social Responsibility program in realizing Good Corporate Governance principles in PT. Bank Sleman. The company pays attention to the social, environmental and economic aspects of the surrounding community as one of the pillars of GCG. The implementation of the CSR program in accordance with the principles of GCG is a guideline so that it goes according to the company's goals and provides a positive image for the company.

This type of research is a case study with qualitative research. Data collection techniques were carried out through interviews and documentation. The data analysis techniques used according to Miles and Huberman (1984) are data reduction, data display, and drawing conclusions.

The results of this research showed that the implementation of PT. Bank Sleman has implemented GCG in accordance with the 5 GCG principles. CSR programs include partnerships, social programs, disaster reserves, and other programs. Every program implemented by the company has implemented GCG principles, namely transparency, accountability, responsibility, independence, as well as fairness and justice.

Key words: Corporate Social Responsibility, Good Corporate Governance, Bank Sleman